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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 32 titles discuss a variety of topics, including the following: (1) the elderly audience for religious broadcasting; (2) response to television advertising of directly marketed products; (3) the effectiveness of documentary film as an attitude influence device on elementary school pupils; (4) the economic and creative integration of film and television; (5) images of older adult characters on daytime television serial drama; (6) the development of radio foreign correspondence in the United States through 1940; (7) adolescent reactions to race and sex of professional television newscasters; (8) humor in advertising; (9) American television networks' evening news coverage of the Iran crisis; (10) taxation proposals for the funding of American broadcasting from 1922 to 1926; (11) values on television shows watched by elementary school-aged children; (12) professionalism among television news directors; (13) the application of humanistic values to the study of the mass media in American culture; (14) local comparative television advertising; (15) the effect of mass media price advertising on the retail price of a convenience product; (16) community image, communication, and quality of life; and (17) structural determinants of television's role in Mexican American and Anglo households. (HTH)

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Adler, Roy Douglas
RESPONSE TO TELEVISION ADVERTISING: THE CASE OF DIRECTLY MARKETED PRODUCTS

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RELIGIOUS BROADCASTING: A Q-METHODOLOGICAL STUDY OF ELDERLY AUDIENCE Order No. DA8213819

ABRAMS, MICHAEL ELLIOT, PH D. *University of Missouri - Columbia*, 1981. 288pp. Supervisor: Dr. Won H. Chang

From its inception in 1921, religious broadcasting has attracted strong audience response and participation. This reaction has included claims by listeners of repentence from sin, reformed lives, and spiritual and physical healing through radio ministries. In the 1930s, radio religion also became a powerful political force in the hands of Father Charles Coughlin, the controversial radio priest. At the same time, religious radio expanded world-wide. Today, religious television and radio have blossomed as a $500 million a year industry employing satellite technology and cable television systems.

Research has shown the elderly to be attracted to religious radio and television more than other groups. In this Q-methodological study, forty-two elderly residents of Mid-Missouri, whose mean age was 73, were asked to rank forty-five statements regarding uses of and attitudes toward religious broadcasting. From factor analysis, four audience types emerged, accounting for 54 percent of the variance in rankings. Each perceived a different agenda of gratifications from religious broadcasting. The Simple Pietic is a regular churchgoer who prefers face-to-face fellowship. He seldom listens to religious broadcasting, except for entertainment purposes, or to see techniques of video ministers. The Moralist, also a churchgoer, listens often. He sees religious broadcasting as a weapon for reform in an immoral world. The Moralist is likely to contribute money and correspond with religious broadcasting personalities. The Prophet uses the broadcasts as a guide to prediction and revelation, a compass in his social life and an assurance of the future. The Electrified Mystic claims a host of spiritual benefits including healing, fellowship, and "good feeling."

This study relates audience gratifications to psychological needs of elderly and social gerontological theory. Spiritual gratification is also explored in light of the concept of the sacred and the profane as advanced by Durkheim and by Eliade. Broadcasting's links to ritual are also examined.

The direction of the study indicates the functionalist perspective in mass communication might well be considered in light of ritual, the sacred and the profane.

RESPONSE TO TELEVISION ADVERTISING: THE CASE OF DIRECTLY MARKETED PRODUCTS Order No. DA8224258

ADLER, ROY DOUGLAS, PH.D. *The University of Alabama*, 1982. 122pp.

The accurate measurement of advertising response has been a goal with over 7,000 research pieces directed toward its achievement. A focus on directly marketed products--those offers made on television requiring a mail or telephone response--provided a way to develop interrelationships between scheduling patterns and response in a field setting free from such non-advertising contaminants as sales force efforts and inventory irregularities.

The research problem was the specification of the single period advertising model for purchase response, for a number of product categories, within the context of television advertising. Within a product category, a function describing response to advertising repetition was estimated. Across product categories, response functions were examined to determine whether the form of the function changed or only the parameters varied.

This research was designed as a scheduling guide for managers interested in sales results. Other advertising models treated the spending of budget dollars as the end decision, so that the effectiveness of the exposure purchased by the budget was not considered.

Data regarding advertising expenditures, advertising scheduling, and sales each day were gathered for 61 campaigns in 17 product categories. These data were extracted from information at WSFA-TV (Montgomery) and WATL-TV (Atlanta). About 30,000 data entries were recorded.

The following results were found: (1) over the range of cumulative effective reach (CER) studied (i.e. 0-60%), the relationship between CER and cumulative orders (CO) was linear. Coefficients of determination exceeding .90 were observed for 76% of the campaigns. (2) CO was superior to percent orders as a criterion variable, CER was superior to average frequency of exposure as a predictor varible, (3) the conclusion of linearity did not depend on product category; only the parameters varied, and (4) these conclusions held across stations with very different market characteristics.

This research provided the first empirical evidence of the relationship between reach and orders. It suggests that a linear response function exists over a far broader range of effort than had previously been suspected. No evidence of either a concave or an S-shaped demand function was observed. The advertising manager can use these results either directly, conceptually, or empirically.

PROGRAM TYPE DECISIONS FOR THE SCHEDULING OF TELEVISION CONTENT AND SHARE ESTIMATION

Order No. DA8219787

BAUKUS, ROBERT ALEXANDER, PH.D. *University of Massachusetts*, 1982. 169pp. Director: Professor Leslie K. Davis

Phase I of this thesis developed a method to evaluate the effects of competitive broadcasts within a market area on the share of audience obtained by each program type offered by a target station. The Expected Share Decision (ESD) model, based on the Bayesian decision rule, is a descriptive tool that indicates the relative magnitude and stability of each program types' share performance within and across the competitive environments that occurred during a yearly sample frame. The ESD procedure selects a set of five dominant program types for the target station. The share value of each dominant type is projected for the following yearly sample frame based on the index produced by the ESD method. The results indicate that the ESD procedure can effectively discriminate the share potential of program types. The use of the ESD model together with the judgment and experience of expert media planners should produce more accurate program type decisions.

In the second phase of this study the standard ratings estimation procedure (SOP) was recast into the form of a regression equation. A stepwise regression procedure indicated that the SOP procedure does not produce rating estimates when a program is moved to a different time period or is new to the station. Two additional variables were added to the projection equation. These included the previous season share of the program type and the rating of the program that proceeds or leads into the program being evaluated. The use of previous season share and lead in program rating produced a less subjective estimate of future rating. The results indicate that lead in rating appears to be a strong overall predictor of the target program ratings. In situations when the target program is new to the station, this simple variable seems to produce a more accurate ratings estimate than the share estimation methods used in the SOP procedure.

AN EXPERIMENTAL STUDY OF THE EFFECTIVENESS OF DOCUMENTARY FILM AS AN ATTITUDE INFLUENCE DEVICE ON ELEMENTARY SCHOOL PUPILS Order No. DA8216526

BROBEIL, PETER J., PH.D. *Michigan State University*, 1982. 220pp.

The purpose of this study was to evaluate the effectiveness of documentary film as an attitude influence device on elementary school pupils. A model for persuasive message design was developed and applied to the production of a 16mm color/sound documentary film entitled *Circle Song*. The film portrays the eastern grey wolf's ecological niche within its natural habitat. Narrated in a Native American language, the film utilizes English in its translation.

A pretest-posttest control group design was utilized within the study. Participants were selected from grades 3, 4, and 5, as suggested by the findings of the Messerschmidt study, first reported in 1933. Prior to the experimental phase of the study, a pilot survey was conducted with a similar age sample. Results of the survey guided the design and production of the 16mm experimental film.

Results of a pretest were paired, and random assignment to a treatment or control group was conducted for each grade level participating in the study. The experimental procedure involved the projection of the test film and subsequent testing for resultant affective disposition and cognitive learning.

The test instrument consisted of a forty-item Likert Scale, developed with the assistance of a panel of judges. Tests items were randomly redistributed for each testing session. Testing of seven hypotheses utilized a linear regression model. All hypotheses were tested using t statistics with a confidence level established at α = .05.

Results of this investigation indicate that significant (α = .05) cognitive change had occurred within each experimental group tested. Significant (α = .05) affective change was recorded at the third and fifth-grade experimental level. No significant (α = .05) affective change was noted at the fourth-grade level. It is suggested that the recorded disparity in gain score concerning affective elements might be attributed to developmental factors.

No "sleeper effect" or "decay" was recorded on a delayed posttest administered ten days after the experimental treatment.

THE BROADCAST ASCERTAINMENT PROCESS--1971 TO 1981

Order No. DA8214428

BYLER, ROBERT HARRIS, JR., PH.D. *Bowling Green State University*, 1982. 516pp.

This study examined the evolution, implementation and consequences of the ascertainment process, created in 1971 by the Federal Communications Commission to guide broadcasters in determining community needs to be treated by public interest programming. It focused on application of the process to commercial licensees, exploring the perspectives of citizen groups, broadcasters and the FCC.

Resources included reports in renewal applications and stations' public files, FCC documents and public comments for docket inquiries, syntheses of previous studies, and interviews with broadcasters, FCC personnel and others involved in the process. Primary comparisons were made of procedures for surveying the public, selecting and interviewing community leaders, prioritizing needs and reporting responsive programs. The FCC's methods of evaluating data and enforcing ascertainment standards also were studied.

Data in ascertainment reports revealed many procedural variances and did not facilitate measurements by scholars nor by FCC analysts of linear relationships between identified needs and responsive programs.

Ascertainment provided a focal point for license challenges, and the dialogue between broadcasters and citizen groups in ascertainment-related docket inquiries was often antagonistic and self-serving.

FCC administration of the process was ineffective in that it failed to set precise objectives, to conduct experiments which it proposed or to measure results. It did not enforce ascertainment rules stringently, and a license was never revoked for ascertainment deficiencies. The FCC made quantitative but no qualitative studies of programming.

The process was often modified during the decade and was eliminated for commercial radio in 1981. The FCC's thrust toward deregulation has increased broadcasters' discretion in determining how to meet community needs and reverted to the 1960 emphasis on programs rather than the process by which needs are discovered.

The ascertainment principle provides a viable stimulus for enhancing dialogue between broadcasters and citizens. But the formal process did not prove its value as a utilitarian regulatory instrument for promoting broadcast service in the public interest.

SENSORY AND SEMANTIC BASES OF INTERACTIVE IMAGERY IN AN ADVERTISING CONTEXT

Order No. DA8216234

CHILDERS, TERRY LEE, PH.D. *The University of Wisconsin - Madison*, 1982. 349pp. Supervisor: Professor Michael J. Houston

Objectives. Advertisers are continually faced with decisions specific to the creation and design of promotional communications. Of particular significance in advertising design is the degree to which the message will be communicated in a verbally versus a visually oriented format. It is an accepted idea that the use of pictures aids in communicating the intended message but, little is known about the source of this effect. Research indicates that pictures tend to elicit mental images in the receiver's mind's eye. This research also indicates these mental images facilitate the learning and retention of a message. The overall objective of this reseach was to gain a better understanding of the role that mental imagery plays in communicating promotional messages.

Several psychological theories exist as to why imagery aids memory retention. The theories are: (1) the distinctiveness of the image, (2) the increased availability of incidental redundant retrieval cues, and (3) relational organization of the imaged stimulus. A study was conducted to evaluate the extent to which each theory would explain the facilitating effects of imaginal processing. Based upon the findings, implications were drawn which might aid in the creation of more effective promotional communications.

Research Setting. To evaluate the explanations offered for the effects of imaginal processing, a laboratory experiment was conducted. Two-hundred seventy-one undergraduate students were exposed to various combinations of picture or word configurations. Their affects on recall of brand-product class associations were assessed through analysis of covariance techniques.

Findings. The results of this research supported an explanation for interactive mental imagery that is grounded in the relational organization that occurs through the creation of an interactive scene. The interactive picture appears to form the type of associative linkages in memory that facilitate cued retrieval. Results failed to provide support for an incidental redundant cue explanation or a stimulus differentiation explanation. Implications of these results were discussed in terms of the construction of pictures, the use of color, and the communication of product attribute information through advertisements.

COMMUNICATION AVOIDANCE, MEDIA USES AND GRATIFICATIONS, AND PARASOCIAL INTERACTION: A PATH ANALYSIS

Order No. DA8224829

CORISON, CYNTHIA LEE, PH.D. *University of Oregon*, 1982. 193pp. Adviser: William R. Elliott

This investigation developed a communication avoidance scale to tap different communication behaviors within different communication settings, evaluated the relationship of communication avoidance to social contact and the desire for social contact, and determined the interrelationships between communication avoidance, media consumption, gratifications derived from media, and parasocial interaction with television programs and persona. Three sets of hypotheses were developed in addition to a path model. A pretest questionnaire was administered to forty individuals followed by the administration of the final questionnaire to 252 individuals. Zero-order correlations, as well as multiple classification analysis, were used to test the hypotheses and path analysis was used to test the path model.

Results from the correlational analysis indicated statistically significant relationships in the hypothesized directions between communication avoidance and social contact, television use, film use, and parasocial interaction. Multiple classification analysis, used to determine the relative contribution of each of the independent variables on the dependent variables, indicated statistically significant support for the contribution of communication avoidance on use of television, recorded music, film, print, and gratifications derived from film.

The path analysis indicated that ten of the fourteen paths proposed were statistically significant. Social contact was influenced by communication avoidance, perceived academic status, and desire for social contact. Television usage and gratifications derived from television were influenced by communication avoidance and the degree of social contact and gratifications obtained from television.

Generally, the results of the investigation provided support for the position that there exists significant interrelationships between communication avoidance, media consumption, gratifications gained via the media, and parasocial interaction.

FEDERAL COMMUNICATIONS COMMISSION V. NATIONAL CITIZENS COMMITTEE FOR BROADCASTING: THE COURTS ACT ON CROSSOWNERSHIP

Order No. DA8223434

CRAIG, JOHN ROBERT, PH.D. *University of Missouri - Columbia*, 1981. 155pp. Supervisor: Dr. James W. Gibson

This dissertation traces the history of the newspaper-broadcasting crossownership issue in the United States. Concern for this practice was voiced in the early 1940's by President Franklin D. Roosevelt and Federal Communications Commission Chairman James L. Fly, but the commission took no action following an on-again, off-again investigation lasting until 1944. Newspaper-broadcast crossownership took a back seat to other commission concerns through the late sixties as only occasional problems surfaced. Pressure from the Justice Department led the commission to release proposed rules in 1975 declaring future crossownerships incompatable with commission philosophy. Most existing crossownerships were allowed to remain in existance, however, except for sixteen such combinations where the owner of the only newspaper also owned the only broadcast license. An appeal was filed with the District of Columbia Court of Appeals which upheld the commission's right to issue the rules, but disagreed with its decision to allow most crossownerships to remain. The resulting court decision required divestiture except where crossownership was proven in the public interest. On appeal, the Supreme Court upheld the Appeals Court's ruling regarding the commission's power to rule on crossownership and reversed the divestiture requirement. The Federal Communications Commission's Order was thus upheld in its entirety.

The study finds that the Federal Communications Commission's crossownership rules were not all that radical, but merely codified the position on localism and ownership diversity the commission had favored for years. The commission was responsible for the uproar greeting the rules, however, since it had haphazardly enforced ownership diversity from radio's early days until the rules announcement in 1975. The courts had little choice but to uphold what, in theory, had been the commission's historical position.

FILM AND TELEVISION: AN ANALYTICAL HISTORY OF ECONOMIC AND CREATIVE INTEGRATION

Order No. DA8218457

DOMBKOWSKI, DENNIS JOSEPH, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 488pp.

An analytical history of film-television relationships indicates that major film producers and television have merged. Integration has occasioned mutual adaptations, and any competition remaining between the two media is mitigated by shared economic goals and philosophical assumptions interlocking them in capitalistic private enterprise.

Their initial interconnection in the 1920s stemmed from patent sharing. Hollywood became a radio center; Paramount owned various broadcasting interests. Companies and unions awaited television as a market for their product and skills.

During the 1950s the separation of theatre chains from producers allowed the latter to supply material to television as it grew and prices became attractive. After early efforts by independents the majors produced filmed series, released features to television and directed their product to emerging television systems abroad. American market dominance of global program sales peaked in the mid-1960s but residual imprints on foreign television remain.

Commercial television's appetite for features in the 1960s spawned made-for-television movies and, more recently, mini-series. These make up two-thirds of all network features and have appeared in theatres.

Hollywood producers are now exploiting media such as CATV, pay television and home video, creating a duplication of content among them. When all electronic markets are considered, it appears that the film companies now rely on such sources for nearly a third of their income, a share likely to grow with the new media.

This non-theatrical income nearly eliminates the risk of a feature's failure. No single medium's audience is large enough in the total market to determine the success or failure of material in that medium; the market power of audiences in each medium has thus been diminished.

The major firms in each medium have attempted to control those in the other, resulting in regulatory proceedings and antitrust litigation. Yet government actions preserve concentration and shift power merely from one oligopoly to another, maintaining the very features of the system that cause market dysfunction. Tendencies toward concentration in the film and television industries reflect deeper attributes of the economic system at large.

IMAGES OF OLDER ADULT CHARACTERS ON DAYTIME TELEVISION SERIAL DRAMA

Order No. DA8223184

ELLIOTT, JOYCE CHARLOTTE, ED.D. *Columbia University Teachers College*, 1981. 168pp. Sponsor: Professor Ruth G. Bennett

The thirteen daytime television serial dramas were examined to determine the images of the older adult characters, those judged to be about sixty-five years of age or older. Two hundred and sixty episodes, twenty consecutive programs for each of the serials, were monitored during July through November 1979. Coding was done by the principal investigator and four co-monitors using pre-tested research instruments developed for the study. The method of content analysis was employed, and eighty of the 260 total episodes were co-monitored. Reliability was assessed.

Data was gathered on each program and on each character judged to be about sixty-five or older. Scenes, actual time, events, locale, and all characters who appeared were recorded for each episode. Demographic data, interpersonal relations, personal goals, and behavior were coded for every older character who spoke. A nineteen point behavior range recorded the actions of the older characters. Judgments on age of the characters coded as being about sixty-five years of age or older, were made on the basis of appearance and on the following evidence: role of great-grandparent, parent of a child thirty or more years of age, a retired person, self-described as older, treated as older in the dialogue by others, and the acutal age of the actor or actress playing the character.

The fifty-eight older characters, thirty-five males and twenty-three females, made up 8 percent of the characters with speaking parts. Nearly half were middle class and approximately one-fourth were upper class. The group had 82.7 percent in good health. Fifteen older males were professionals, four times as many professional occupations as older women had. Only six of the group were retired. Women were more likely to engage in nurturing behaviors, but males and females balanced fairly evenly in other behaviors.

Older males had greater diversity in their representation than older females did. Older adult characters were not the center of the daytime serial plots, but the myths of aging--senility, serenity, inflexibility, and disengagement--were not present in the older characterizations.

PSYCHOGRAPHIC SEGMENTATION OF THE TELEVISION AUDIENCE

Order No. DA8205528

FORREST, EDWARD JAMES, PH.D. *The University of Wisconsin - Madison*, 1981. 299pp. Supervisor: Assistant Professor Timothy Haight

The purpose of this study was to assess the statistical as well as managerial value of psychographic segmentation to the audience researcher. As opposed to traditional demographic descriptors which measure an individual's age, sex, education, income, etc., psychographic descriptors measure an individual's attitudes, interests and opinions.

It was hypothesized that psychographic descriptors are better predictors of TV viewing behavior than demographic descriptors because psychographics explain proportionately more variance.

Using a national sample base of 1273 persons, over 1,000 crosstab analysis, # 231 discriminant analyses and a factor analysis were performed.

It was found that for a majority of the thirty-three programs analyzed that psychographic dimensions explained proportionately more variance.

Moreover, it was demonstrated in every instance that the addition of psychographic descriptors significantly increased the total amount of variance accounted for.

In addition to the significant increase in explained variance, it was demonstrated that the psychographic dimensions were independent of (and thus can not be regarded as proxy measures for) demographic descriptors.

Theoretically, the notion of "image congruence" was elaborated on. Wherein, it was documented that the lifestyle and personality characteristics of a program's audience was often a direct reflection of its content.

Finally, analysis of the audiences' demographic and psychographic profiles is presented so as to provide the media planning practitioner with standard measurements of reach, composition and penetration.

AN INFORMATION PROCESSING APPROACH TO EXAMINING ADVERTISING EFFECTS Order No. DA8219020

GARDNER, MERYL PAULA, PH.D. *Carnegie-Mellon University*, 1981. 322pp.

Three studies are presented which investigate advertising effects using an information processing approach.

The first study is entitled "The Effects of Attacks and Inoculations in a Public Policy Context: A Cognitive Structure Approach." Alternative approaches for measuring the effects of corrective advertising are evaluated and a typology of beliefs is presented for use with a cognitive structure approach. The results of an experiment which investigates both the effects of attacking different types of beliefs and whether a firm can inoculate consumers against an attack are discussed.

The second study is entitled "Chronometric Analysis: An Introduction and an Application to Low Involvement Perception of Advertisements." The methodology involved in using response times to examine internal information processing is briefly reviewed and the application of this approach to consumer research is discussed. A study is described that uses response times to examine the differential effects of high and low involvement learning of advertising messages. Low involvement learning is hypothesized to take place under either attention limited or strategy limited conditions. The experiment examined the latter condition where consumers fully attend to the advertisement but not for the purpose of evaluating the advertised good. The results of the experiment confirm several predicted effects of this type of low involvement processing, including the formation of more positive attitudes toward the advertised brand.

THE MEN, THE INSTRUMENT, THE MOMENT: THE DEVELOPMENT OF RADIO FOREIGN CORRESPONDENCE IN THE UNITED STATES THROUGH 1940 Order No. DA8222407

HOSLEY, DAVID HENRY, PH.D. *Columbia University*, 1982. 320pp.

This thesis is a social history of radio foreign correspondence through 1940, emphasizing the transition from a network representative system of covering foreign developments to a correspondent system, in which reporters worked solely for the networks and reported the news themselves, instead of procuring speakers. Most of these correspondents were Americans without prior broadcasting experience.

This thesis may make a contribution to media sociology by providing a history of radio foreign correspondence. Hanno Hardt (1975) has argued that the development of a critical-intellectual tradition in the study of communication must begin with an understanding of its history, and that the intellectual history of the field will yield theoretical insights concerning the relationship between communication and the advancement of society which may be applied to research today.

Further, it is hoped that a history of broadcast foreign correspondence through 1940 will help journalists and others better understand broadcast foreign correspondence today, given the many precedents set by the pioneer foreign correspondents.

This thesis discusses the roles of predecessors Frederick William Wile and William Hard; pioneers Cesar Saerchinger, Fred Bate and Max Jordan; and those who established radio foreign correspondence; Edward R. Murrow, William L. Shirer, Thomas Grandin, Eric Sevareid, Mary Marvin Breckinridge, Sigrid Schultz, Cecil Brown, John MacVane and others. Also examined is the contribution of network executives and news people in America, particularly efforts of William Paley, Edward Klauber, Paul White, H. V. Kaltenborn, Robert Trout, Abe Schechter and others.

ADOLESCENT REACTIONS TO RACE AND SEX OF PROFESSIONAL TELEVISION NEWSCASTERS Order No. 8214880

KANER, HARRIETTE, PH.D. *New York University*, 1982. 193pp. Chairman: Professor George Fluharty

The purpose of this study was to investigate the relationship between reactions to the race and sex of professional television newscasters and the race, sex, socioeconomic status, television news viewing frequency, and openmindedness of adolescent viewers.

Subjects were 534 New York City high school students. Subjects indicated on which TV channel they most often watched the news and then rated four prominent TV newscasters from that channel: a black male, a white male, a black female, and a white female.

There were three dependent variables: competency ratings, social distance ratings as potential next door neighbors, and social distance ratings as potential kin by marriage. Research questions concerning the relationship between race and sex of subjects and ratings of newscasters were examined with a four-way analysis of covariance. Relationships of the other three variables were examined using multiple regression analysis.

Results indicated a relationship between race and sex of viewers and ratings of the four newscasters. However, most of the differences, though statistically significant, were negligible or small. The main findings were due to interactions of race and sex. In rating the competence of newscasters, black male viewers rated women slightly higher than men; white male viewers rated men slightly higher than women. Blacks did not show the same slight preference for male newscasters that whites did. Blacks rated both races the same; whites rated white newscasters slightly higher on competency. In rating newscasters as potential neighbors, the direction of the interaction was to rate opposite sex and same race newscasters slightly higher. In rating newscasters as potential kin by marriage, higher ratings were given to same race newscasters. Same race preference was slightly stronger among whites.

Socioeconomic status, TV news viewing frequency, and open-mindedness of subjects were not found to be correlated with ratings.

From this study it would appear that women and blacks are accepted as competent newscasters, at least among urban teenagers who watch the local news where women and blacks regularly perform. It also appears that social distance reactions of black and white teenagers today are still related to race, especially on the question of kinship by marriage.

MEDIA PREFERENCES AND THEIR RELATIONSHIPS TO MENTAL IMAGING AND ABSTRACT REASONING ABILITY Order No. DA8214882

LINTON, DAVID STUART, PH.D. *New York University*, 1982. 175pp. Chairman: Professor Christine Nystrom

The purpose of this research was to ascertain if relationships might exist between preference for one medium of communication over another and the subjects' mental imaging ability and/or abstract reasoning ability. The two media selected for study were television and a combination of radio, phonograph and tape recording referred to as "radio/phono." It was theorized that media/imaging and media/abstracting relationships would be either "supplementary" or "complementary." The presence of a supplementary relationship would be confirmed by the presence of significant positive correlations between preference for one of the media and high scores on tests of imaging and abstracting functions which correspond to that medium. Presence of a complementary relationship would be confirmed by a significant positive correlation between preference for one of the media and high scores on tests of imaging and abstacting functions which are other than those which correspond to that medium. Subjects were 104 male and 98 female high school students. Four instruments were used for data collection: a Media Survey developed by the researcher, the Betts's Questionnaire upon Mental

imagery (OMI), a Concept Grouping test and the Abstract Reasoning portion of the Differential Aptitude Tests. Media preference was defined as a ratio estimate of the portion of a subject's total electronic media usage made up of television. This "TV Ratio" became the dependent variable in all statistical computations. A series of multiple regression and discriminant analyses were performed using various combinations of imaging and abstracting scores as the independent variables. In only one case was the slightest significance found--a positive correlation between a combination of six variables and a preference for television on the TV Ratio scale ($R^2 = .07633$; $p < .05$). Since all other analyses were nonsignificant, the null hypothesis was accepted. However, due to methodological weaknesses found in the research, particularly the questionable validity of the OMI, it is impossible to claim that the theoretical basis of the research was given a scientifically valid test. Therefore, the results were deemed inconclusive.

HUMOR IN ADVERTISING: APPLICATIONS OF A HIERARCHY OF EFFECTS PARADIGM Order No. DA8219823

MADDEN, THOMAS JUSTIN, PH.D. *University of Massachusetts*, 1982. 221pp. Director: Dr. William R. Dillon

The goal of this dissertation was to examine the impact of humorous commercials upon cognitive actions inherent to information processing within the context of a hierarchy of effects model. The model tested in this research is in the spirit of the information-processing model recommended by McGuire for testing the effectiveness of advertisements.

The research was experimental and was conducted in the context of a laboratory situation. The experimental design was a 2 x 2 x 3 factorial design: Two products (mature, new), two program contexts (humorous, nonhumorous) and three commercials (product related humor, product unrelated humor and nonhumor). The endogenous factors examined were: attention, comprehension, retention, product attitude, reaction to the commercial and behavioral intention. The subjects were undergraduate business and communication students at a large Northeastern university. Each subject was exposed to one of the twelve experimental treatments.

The effectiveness of the humorous commercials relative to nonhumorous commercials was analyzed first by assessing the effects of humor on individual cognitive actions and secondly by analyzing these cognitive actions as a causal system.

The method proposed in this research views the persuasion process to be succinctly characterized by two latent factors; namely, arousal and yielding. The manifest variables are: treatment, attention, message reaction, message evoked thought, attitudes and increased interest.

The results of this dissertation are supportive for the use of humor in advertising. The effectiveness of humor was vividly demonstrated when the cognitive actions were analyzed jointly. However, analysis of the effects of humor on the separate cognitive actions indicated that humor was effective at capturing attention, but no severe differential effects existed for subsequent cognitive action. Hence, as McGuire advocates, advertising messages should be compared in terms of persuasion not the separate cognitive actions comprising persuasion.

THE USE OF MINORITY ADVISORY PANELS IN PUBLIC TELEVISION: COOPTATION OR COOPERATION Order No. DA8223218

MASON, WILLIAM ALLYN, ED.D. *Harvard University*, 1982. 143pp.

In 1967, the Congress of the United States passed the Public Broadcasting Act, amending the Communications Act of 1934. The Public Broadcasting Act authorized the creation of the Corporation for Public Broadcasting (CPB), an agency designated to receive federal funds for the development and expansion of a system that had been widely referred to as "educational broadcasting." Included in its mandate, CPB was to increase programming for those least served by commercially sponsored broadcast interests. This mandate notwithstanding, black activists and media practitioners deplored the lack of minority programming and minority involvement in the public television programming decision-making process.

In 1972, as CPB prepared to face Congress for an extension of its charter and long-range finance bill, CPB convened the first of five advisory panels to help them define "what is a minority, what are their needs, why are there limited minority members involved in decision-making roles throughout public broadcasting". The first inquiry, the Advisory Panel on the Essentials for Effective Minority Programming in Public Broadcasting, concluded with a set of recommendations which were then forwarded to the CPB. Most of them were adopted as policy, by the larger body. Yet in November, 1979, a CPB Task Force on Minorities in its report, *A Formula for Change*, stated that many, if not most, of the substantive recommendations had not been implemented.

This analytic paper explores the background of the events and actors which surrounded the Corporation for Public Broadcasting's actions. The central issues focus on the utility of the minority advisory panel approach, the interrelationships between panelists and CPB staff. All were partners in recommending solutions to increasing minority participation in public television decision-making. The study employs three sources of information: (a) the author's participation and observations; (b) documentation from material obtained during a four year membership on three of those minority advisory panels: the Essentials for Effective Minority Programming, the Black Cultural Solicitation Panel and the Black Cultural Programming Panel; and (c) interviews with key panelists and CPB staff during 1972-1977. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of school.) UMI

TELEVISION AND PRINT JOURNALISM: A DESCRIPTIVE STUDY OF DIFFERENCES IN THE REPORTING OF A CONTROVERSIAL PUBLIC ISSUE--THE TRANS-ALASKAN OIL PIPELINE Order No. DA8226780

MAXWELL, ROBERT ALLEN, PH.D. *New York University*, 1982. 298pp. Chairperson: Professor Christine Nystrom

This study tests the validity of the organizational theory of news selection through a comparative analysis of television network news and national newspaper coverage of the Trans-Alaskan Pipeline controversy, January 1969 through December 1975. Because of organizational differences between print and television news systems--e.g., in their legal relationships to government, their economic structures, and the ways in which they gather news, it was hypothesized that television will report (1) more federal government and industry pegs and sources, and fewer independent and other pegs and sources than print, (2) fewer investigative stories than print, and (3) fewer stories and fewer, less diverse issues than print. In order to test these hypotheses, reports relevant to the pipeline controversy were located through use of the "critical incident" method of sampling. Fifteen critical incidents were identified and all pipeline stories in the two media (the CBS, ABC, and NBC network news programs for television, and the *New York Times*, the *Washington Post*, the *St. Louis Post-Dispatch*, and the *San Francisco Chronicle* for print) in the ten days preceding and the ten days following the date of each critical incident were examined by content analysis through the use of an instrument developed for that purpose.

To test for statistically significant differences in proportions of pegs and sources in different categories between the two media, a standard statistical test was employed. Quantitative analysis of the data produced mixed results. Hypothesis 1 was supported with respect to federal government pegs and sources, but not with respect to industry pegs and sources. This hypothesis was also supported with respect to independent pegs (but not sources) and foreign pegs (but not sources), but not with respect to state pegs and sources. Qualitative analyses of the data also indicated that print provided greater diversity in reporting pegs and sources than did television. Hypothesis 2 was not supported: no investigative stories were located in either medium. Hypothesis 3 was partially supported, in that while television devoted a larger proportion of its newshole to the pipeline than did print, print reported a broader spectrum of the issues than did television. Generally, the results lend support to the organizational theory of news selection, in that television tended to report the "official" point of view while print went further afield in reporting a diversity of pegs, sources, and issues.

THE EFFECT OF PRODUCT INVOLVEMENT AND MODE OF PRESENTATION OF TELEVISION ADVERTISEMENTS ON ATTRIBUTION AND RECALL PROCESSES

Order No. DA8223061

MERENSKI, J. PAUL, PH.D. *University of Cincinnati*, 1982. 276pp.

The concept of involvement has been advanced to explain the differences in processing of advertising communications for different types of products. This study is designed to offer some clarification of the differences in approach that might be necessary to advertise objects/issues which differ in the level of involvement they typically evoke in an audience.

The complexity of evoked attribute arrays, confidence in attribute possession, recall of the content of the television advertisements, and unaided recall were measured in a 2 x 2 x 2 factorial design of Involvement (high and low) x Presentation (pictorial and textual) x Day (Same-day and Day-after) with control group. The sample consisted of 94 women recruited thorugh a local school organization. Four hypotheses were tested: (I) There are significant differences in attribute complexity for high versus low involvement products. (II) There are significant differences in attribute confidence for high versus low involvement products. (III) There are significant differences in content recall for advertisement about high versus low involvement products. (IV) There are significant differences in free recall for advertisements about high versus low involvement products.

Hypothesis I was supported with significantly higher complexity for high involvement products and this effect covaried with the reported enjoyment of television. Hypothesis II was supported with significant interaction effects of involvement with mode of presentation and day. For the high involvement products, a higher confidence was found in the textual treatment and for the same-day (SDR) subjects, whereas for the low involvement products, higher confidence was found in the pictorial treatment and for the day-after (DAR) subjects. Confidence covaried with television enjoyment and the generalizability estimates (attribution measures). With the control group in the analysis, affect and purchase intentions also covaried with confidence. Hypothesis III was supported with significantly higher content recall in the high involvement, in the pictorial, and in the SDR treatments. A significant interaction between involvement and day emerged in the same pattern as that found for the confidence measure. Hypothesis IV was supported but with results opposite of that found for the content recall measure. Schematic recall (aided by a familiarity bias) was offered as an explanation for this reversal.

AN ANALYSIS OF THE AMERICAN NETWORKS' EVENING NEWS COVERAGE OF THE "IRAN CRISIS": DATELINE TEHRAN, NOVEMBER 5, 1979 TO JANUARY 15, 1980

Order No. DA8225977

MILLER, CHRISTINE MARIE, PH.D. *Northwestern University*, 1982. 541pp.

This study is an analysis of the networks' evening news coverage of the Iran Crisis, November 5, 1979 (one day after the takeover of the American embassy in Iran) to January 15, 1980, the day American journalists were expelled from Iran due to press violations and alleged bias reporting. The research question asked in this study is what, if any, salient characteristics arose during the weeknight coverage of events in Iran by ABC, CBS, and NBC.

The principle methodology is qualitative content analysis. The study is divided into two parts: oral and visual content. Seven variables were developed and were applied only to news reports broadcast from Tehran. They are: running time of news reports, news source attribution, eight subject-matter categories, the use of in-studio reports, the standupper, illustrative visual material, and graphics.

An examination and discussion of the seven variables reveal little significant difference in illustrative visual material; massive demonstrations, news conferences, interviews, and events that centered around the American embassy were covered by all the network correspondents. ABC tended to use more graphics and 'still' illustrations than CBS and NBC. NBC made significant use of in-studio reports for their "Iran Report." Differences were noted in the format of the stand-up report. ABC filed twice the number of reports than did CBS and NBC; however, NBC used more on-air correspondents than CBS and ABC. News source attribution was similar among the three networks. News coverage in Iran did concentrate most heavily on the embassy takeover and the hostages; internal governmental affairs and foreign relations received continual coverage; Iranian society also received considerable attention the first six weeks.

The study concludes that in a continuing crisis news story, where western correspondents are subjected to a limiting press code, there will be little overall difference in what is covered. Events which the reporter can witness will be featured. The salient differences in coverage will arise in writing, composition, editing, delivery format, and length of news reports. Dramatic action will often be highlighted rather than in-depth analysis of the significance of the crisis.

TAXATION PROPOSALS FOR THE FUNDING OF AMERICAN BROADCASTING, 1922-1926

Order No. DA8213863

PLATT, JANICE LYN, PH.D. *University of Missouri - Columbia*, 1981. 166pp. Supervisor: Stephen M. Archer

This study of early radio concentrates on the funding of the economically troubled broadcasting industry of the American 1920s and investigates why broadcasting taxation proposals were never implemented, even on an experimental basis.

The dissertation examines the twenties broadcasting consumer, emphasizing post-war economic instability, the rise of the middle class and Mellon's tax revisions. A discussion of early broadcasting regulation provides information about the effect of Hoover's Radio Conferences on broadcasting's economic status. The investigation stresses the contrast between broadcasting's financial distress and the radio manufacturing industry's success in an economic report of both industries. The study describes alternative plans to taxation ranging from endowment to municipal broadcasting to listener donations, and emphasizes the development of toll broadcasting including reactions to radio advertising.

Finally, the study outlines taxation plans, including direct taxation through a license fee and indirect taxation through a tax on radio sets and parts or radio manufacturing companies. Government control with a taxation system concerned industry and government leaders and arguments for and against government intervention in broadcasting are discussed.

The study concludes that taxation proposals failed for several reasons. Broadcasters desperately needed an immediate source of revenue and advertising provided that income, albeit on a small scale. Industry leaders felt that because the government had responded slowly to broadcasting's sudden growth, any form of taxation requiring government intervention would have hampered broadcasting's development as a public service.

Also the taxation plans contained inherent weaknesses. By the time taxation proposals appeared, manufacturers had sold millions of radio receivers and parts, tax free, and thus collecting a fee from the public would have been impractical, at best. In addition, the proposals called for payment beyond the purchase price of a radio set. Although many middle-class consumers could afford to pay for broadcasting, the nation's poor could not.

The study shows that the development of commercial radio broadcasting in the United States after World War I was a logical, practical and workable solution to the economic woes of broadcasters during this time and prevented the industry from adopting a taxation system of funding.

IT'S ALL IN THE FAMILY: STRUCTURAL DETERMINANTS OF TELEVISION'S ROLE IN MEXICAN-AMERICAN AND ANGLO HOUSEHOLDS

Order No. DA8215868

POPP, LORRAINE B., PH.D. *University of California, Santa Barbara*, 1981. 242pp.

Differences in Mexican-American and Anglo family structure, as seen through socialization practices, were shown to be reflected in the ways television was used. The focus was not on television's effects, but on how families may mediate its effects in predictable ways. Television usage is thought to reflect the goals and attitudes of family members.

Discernable differences were found in Mexican-American and Anglo child-rearing practices, although they were not absolute. Most

Anglos, and the more highly educated Mexican-Americans, exhibited greater consciousness and control over more aspects of their child-rearing practices than did most Mexican-Americans and some Anglos. As a rule, the more overall control that was evident, the more formal rules and regulations were placed over television viewing and the more the parents used television as a tool to convey information and values.

Some differences, however, appeared to be due to cultural factors. Anglos were more apt to use television for impersonal, factual information, whereas Mexican-Americans were more apt to use it for social information and to relate what they saw to their own lives. This is consistent with the socialization practices of the two groups as defined by other researchers.

It was also demonstrated that families may influence the reaction children have to violent programs and likewise, that they may determine whether or not children use television as a source of creative stimulation.

Participant observation in the homes of thirteen Anglo and Mexican-American families permitted first-hand observation of family behaviors and viewing habits. Each family was observed for approximately six hours a day for five days. Interviews were conducted with each family member old enough to respond.

DETAILS IN BLACK: A CASE STUDY INVESTIGATION AND ANALYSIS OF THE CONTENT OF THE UNITED STATES WAR DEPARTMENT NON-FICTION MOTION PICTURE THE NEGRO SOLDIER. (VOLUMES I AND II) Order No. DA8214887

POUNDS, MICHEAL CHARLES, PH.D. *New York University*, 1982. 590pp. Chairman: Professor Robert Ruderman

The critical literature of American cinema has argued that the image of black Americans underwent an unprecedented, positive change during the Second World War. THE NEGRO SOLDIER, according to researchers, combined theatrical filmmaking techniques with freedom from commercial pressures that ordinarily biased black characterizations. This study examines the social conditions surrounding the film's production, provides a content analysis, and compares its portrayals with official government policy statements on film treatments of black Americans. The study concludes that, although some depictions were substantial improvements over Hollywood's black stereotypes, others, in both civilian and military contexts, reflected negative racial attitudes.

To provide an objective framework for analysis a system of seventeen categories, for deriving filmic and cultural information in cultural context from motion pictures, was developed. These categories were determined from the literature on cinema and ethnography and were modified to reflect pilot test findings.

The study showed that the War Department's production of THE NEGRO SOLDIER emerged initially from interests in social reform and racial amelioration. However, the development of a professional film production system under military supervision, while it resulted in a film that was more polished than previous government social issues films, also, tended to isolate the film from civilian concerns and to emphasize the War Department's objectives to develop a film that would serve its public policy purposes.

The film's explicit content adhered to government policy and social bias favoring non-discriminatory treatment for black Americans. They were shown, for example, as coming from middle class families and as operators of sophisticated military technology. However, its latent content revealed a persistence of negative stereotypes--blacks as athletes, entertainers, worshipers who are preoccupied with religion, parties involved in sexual courtship, and soldiers capable of using technology within military contexts only.

The study concludes that THE NEGRO SOLDIER was significant for attempting to present more positive film images of black Americans. Ironically, the film's purpose, to elicit a full commitment from black Americans for the war effort, was undermined by the limited contexts the film allowed for relating representations of black contributions to American society and the War.

VALUES ON TELEVISION SHOWS WATCHED BY ELEMENTARY SCHOOL AGED CHILDREN: THE DEVELOPMENT AND IMPLEMENTATION OF A METHODOLOGY Order No. DA8226426

RAFFA, JEAN BENEDICT, ED.D. *The University of Florida*, 1982. 244pp. Chairman: George M. Schuncke

Recently, much research has been directed at studying the negative behaviors depicted on television shows and determining the impact this content has on youth. Little attention, however, has been given to assessments of the value content of television shows. The purpose of this investigation was threefold: (a) to develop a content analysis methodology for discerning and describing the value content of television shows, (b) to apply this methodology to selected television shows popularly watched by elementary school children, and (c) to determine if the values conveyed on this sample were consistent with the values and values issues that are considered to be most important to elementary school aged children.

The sample was composed of two episodes each from three series popular with this age group: *The Dukes of Hazzard*, *The Incredible Hulk*, and *Love Boat*. During a training period categories were selected and defined, a training manual was written and revised, and inter-rater reliability was established. Two raters then independently coded the sample episodes for the frequency of occurrence of 22 positive values and their negative counterparts. The most frequently occurring values on each episode were next examined for intensity using the criteria of facial expressions, actions, verbal behavior, music speed, music loudness, sound effects and camera shots.

For the six episodes a total of 16 values occurred with enough frequency to merit further examination for intensity of treatment. Eight of these values were prosocial and eight were antisocial. A major finding was that the antisocial values were conveyed with significantly more intensity than the prosocial values. It was hypothesized that this may be a partial explanation for the fact that research thus far has shown that children are more apt to model the negative behaviors depicted on television than the positive ones. Other conclusions were this sample did contain a great amount of both prosocial and antisocial value content; different series seemed to rely on different techniques to convey intensity; some series conveyed values with more intensity than others; and the sample did contain information about four of the seven values that are of major importance to children.

MULTI-CHANNEL REDUNDANCY EFFECTS ON TELEVISION NEWS LEARNING Order No. DA8218039

REESE, STEPHEN DEE, PH.D. *The University of Wisconsin - Madison*, 1982. 149pp. Supervisor: Associate Professor Dan G. Drew

An experiment was designed to test the effects of between-channel redundancy on learning from television news. Non-significant and conflicting findings in the broadcast news literature had left unresolved the effect of visuals on learning. Redundancy is proposed as an explanatory variable, which considers the relationship between information in three channels: the *audio*, the non-verbal *pictorial*, and the visual-verbal *print* channel. Redundancy is defined as shared information, with informational units synchronized at given points in time. A sub-definition, relatedness, refers to the relationship between pictures and words.

Research indicates that pictures facilitate learning when they reinforce and complement verbal information. A 2 x 2 factorial design was employed to test combinations of audio, print and pictorial information. The two factors are the relatedness between the pictorial and verbal channel(s), and presence or absence of printed information, redundant with the audio channel, creating four conditions: (1) related pictures and words, (2) unrelated pictures and words, (3) related pictures and words, with redundant print information, and (4) unrelated pictures and words, with redundant print information.

Twenty-five University of Wisconsin--Madison undergraduates were randomly assigned to each of the four conditions (N = 100). Three network news stories were selected which successfully illustrated verbal content (related condition). Visuals were re-edited within each story to disrupt the synchronization between words and pictures (unrelated condition). Each story was completely captioned, creating the other two conditions.

Analysis of variance results show that, as hypothesized, related pictures and words increase *recall* and reduce *error*. Pictorial relatedness improves *understanding* in one story.

Adding redundant print information exerts a negative effect on learning. In the first manipulated story, captions lowered recall and reduced understanding. The print effects in the other two stories were non-significant but in the same directions. Results are interpreted in light of Broadbent's attention theory. Even though they are redundant, splitting attention between two language channels appears to impede learning. Captioning may present a double distraction, competing with verbal information in the audio channel, as well as drawing attention away from visuals. Results are discussed as guidelines for producing news stories which enhance audience learning.

PROFESSIONALISM AMONG TELEVISION NEWS DIRECTORS

Order No. DA8217303

RUSHING, SAM KITTRELL, PH.D. *The University of Mississippi*, 1982. 173pp. Director: Professor John R. Fawcett, Jr.

The purpose of this study was to generate an index of professionalism for television news directors in the United States and to compare levels of professionalism with selected demographic and attitudinal characteristics. A survey questionnaire was designed and mailed to a random sample of commercial television stations. The sample comprised 43.5 percent of the total population of 705 commercial television stations in the United States. One hundred seventy returns (55.4 percent) were usable. The instrument contained the McLeod-Hawley professionalism index. Responses to the index were analyzed using the Weinthal-O'Keefe professionalism formula.

The data generated indicated that the typical news director was between 30 and 39 years of age, white, male, and had been in the occupation of television news for 11 years or more. The typical respondent had a bachelor's degree and had majored in either journalism or radio and television in college. He had been in his current job less than six years. He was married and earned more than $21,000 annually. He subscribed to two or more professional publications, was a member of two or more professional organizations and directed a staff of 11 or more workers.

The directors said college and university journalism programs were not adequately preparing students for careers in broadcast news. The directors recommended that such programs emphasize writing and reporting skills.

The study findings indicated that a statistically significant relationship does not exist between the news director's level of professionalism and the size of the market in which he works. The findings did not indicate a relationship between level of professionalism and the size of the director's parent company, salary, level of education, or the number of years the news director had been in the occupation. The analysis indicated a significant relationship between level of professionalism and sex (men tended to score as more professional more frequently than did women). News directors who scored higher on the index tended to have a lower opinion of the professional standards of the occupation than did those who scored lower on the index.

THE INFLUENCE OF THE UNITED STATES COURTS OF APPEALS ON BROADCAST AND CABLE REGULATION AND POLICY 1971-1980

Order No. 8221964

STEFANIAK, GREGORY, PH.D. *Southern Illinois University at Carbondale*, 1982. 272pp. Adviser: Harry W. Stonecipher

Earlier studies regarding the influence of the United States Courts of Appeals on broadcast and cable regulation and policy were limited to Federal Communication Commission decisions which were appealed to the D.C. Circuit. In these studies the researchers found that the court had an effect on the formation of regulatory policy. These researchers' conclusions were tempered, however, since they argued that the court had not unduly influenced or usurped the Commission's authority in the regulatory scheme.

These earlier studies did not include Commission decisions which were appealed to appellate courts outside of Washington, D.C. In contrast, this 1971-1980 study analyzed broadcast and cable regulations which were issued in each of the eleven U.S. Courts of Appeals.

This 1971-1980 case study found that the appellate courts continued to influence basic and important regulatory policies. The courts were generally consistent in maintaining broad regulatory policies which spanned the fifty-two years of judicial review but were less amenable with issues which primarily evolved during the 1971-1980 period. The D.C. Circuit was proportionately the least indulgent of the eleven circuits. The 1971-1980 study found, however, that the usurpation question may be unanswerable because each court decision was justified by the courts' use of one or more of the judicial review criteria used in this study, and because a limited number of Supreme Court decisions and other case data exists by which the usurpation question can be reviewed. The relevance of the usurpation issue was also questioned because the debate involves relative terms and interpretations which fail to produce basic information that can be used in an evaluation of the needs and importance of these regulatory institutions.

ANALYSIS OF INTERNATIONAL NEWS AND INFORMATION COVERAGE BY THE UNITED STATES MASS MEDIA: A STRUCTURAL APPROACH. (VOLUMES I AND II)

Order No. DA8221340

TUNUGUNTLA, RAMA MURTHY, PH.D. *University of Minnesota*, 1982. 393pp.

The uneven flow of news and information between the developed and developing countries has dominated discussions in the field of international communication in recent years resulting in enormous amount of research. Most such studies were primarily descriptive failing to investigate the "structural" forces that resulted in such a flow. This study attempts at such an investigation.

This study used the basic model developed by John Galtung in his structural theory of international relations that deal with communication networks among nations by adapting the dependency concept as an important element in the process of interaction between the United States and the developing countries of Asia. The interaction process is examined by taking three "structural" variables: bilateral trade, cultural contacts and the degree of dependency. The structural forces, conceptualized in terms of these "extra-media" variables, become the predictor (independent) variables of international news and information coverage. The criterion (dependent) variables are the patterns of international news and information coverage by the United States mass media with reference to the countries under study.

For the purpose of this study, the defined "system" of reference is Asia with the selected countries forming the component parts. The countries selected for this purpose are: Afghanistan, Bangladesh, Burma, Hong Kong, India, Indonesia, Japan, the Republic of (South) Korea, Malaysia, Nepal, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan and Thailand. These countries constitute over 50 percent of Asia's population which seem to suggest a pattern of news and information coverage representing Asia.

For an examination of international news and information coverage by the United States mass media, four daily newspapers are content analyzed for a period of three years (1977-79). The newspapers selected are: the *Washington Post* (East), the *Los Angeles Times* (West), the *Chicago Tribune* (Midwest) and the *Atlanta Constitution* (South).

Major hypotheses relate to the relationship between the structural variables and the patterns of news and information coverage by the United States mass media.

THE APPLICATION OF HUMANISTIC VALUES TO THE STUDY OF THE MASS MEDIA IN AMERICAN CULTURE

Order No. DA8214439

VON SCHILLING, JAMES ARTHUR, PH.D. *Bowling Green State University*, 1982. 147pp.

This study utilizes principles of humanistic thought in the analysis of the mass media in American culture, with a particular focus on new media technology. The paper first explores the disharmony that may now exist between key values in American culture and in American mass media. Roots of this disharmony are traced to the basic profit-oriented structure of the media industry in the United States and the practices that result from that structure: restrictions on numbers of channels and on diversity of material and sources, limitation of access, unequal treatment of audiences, and emphasis on passive roles for the American public.

These practices are contrasted with "self-fulfillment" values currently reported among many Americans, with the "cultural pluralism" theme in American society, and with basic human values as described in humanistic psychology. Guidelines are suggested for a "Utopian" media system that encourages a maximum number of channels, a wide diversity of sources, open and meaningful access, equal treatment of all audiences, and community dialogue and cultural interaction.

These guidelines are then used to assess the new media technology now emerging in American culture: cable television, satellite transmission, and home videocassette and videodisc systems. Each new technology is shown to be fulfilling the humanistic guidelines to some extent, but reinforcing the status quo of the established media system to a greater extent, due to the increasing presence and strength of the media conglomerates. The use of alternate media facilities and services by individual Americans to produce and distribute videotapes is judged to be the best hope for the development of media systems in American culture that are based on humanistic values.

An appendix to this paper describes the making of an independently-produced videotape using alternate media facilities and services available to the American public.

LOCAL COMPARATIVE TELEVISION ADVERTISING: AN EXPERIMENT

Order No. DA8225369

WARR, HOLLIS JEFFERSON, JR., PH.D. *The University of Tennessee*, 1982. 117pp. Major Professor: Dr. Donald G. Hileman

The purpose of this study was to determine the effects that comparative television commercials for a local retailer would have on local consumers. Specifically, this research was designed to determine if local comparative television commercials were more or less effective than local noncomparative commercials in the areas of: (1) sponsor identification; (2) recall of copy claims; (3) consumer approval; (4) believability; (5) interestingness; and (6) store patronage.

A controlled laboratory experiment was executed and data gathered from 88 subjects who were members of three Knoxville-area men's civic clubs. Two treatment commercials were produced for a local retailer which contained the same copy themes and used identical production techniques. The only difference between the two treatment commercials was that one had a comparative message while the other had a noncomparative message. Three television programs were then produced which were identical except for the commercials. These programs were then edited so the first program contained the local retailer's comparative commercial and the second program contained the local retailer's noncomparative commercial. The third program did not contain a commercial for the local retailer.

These three programs were randomly assigned to the three groups of subjects. One civic club viewed the program containing the comparative commercial. The second club was shown the program containing the noncomparative commercial. The third club, acting as a control group, viewed the program that did not have a commercial for the local retailer.

Results reported show no statistically significant differences between the responses obtained from subjects in the three experimental groups. These findings suggest that comparative television advertising for a local retailer is no more or no less effective than noncomparative television advertising.

THE EFFECT OF MASS MEDIA PRICE ADVERTISING ON THE RETAIL PRICE OF A CONVENIENCE PRODUCT

Order No. DA8224492

WILCOX, GARY BURL, PH.D. *Michigan State University*, 1982. 166pp.

The impact of advertising on the prices of products and services has long been disputed. Three major theories have emerged concerning the effect of advertising on the price of products: (1) the advertising market power theory, (2) the advertising information theory, and (?) the information processing theory of consumer choice.

The market power model views advertising as changing consumer tastes and establishing brand loyalties among buyers of advertised products. The results are higher profits for the large advertisers and higher prices for the consumer. An alternative to the advertising market power model developed from information theory maintains that advertising provides information to consumers and thereby increases price sensitivity and lowers price.

A theory of consumer choice has emerged based on cognitive information processing. The information processing theory of consumer choice views products as multiattribute objects. In the case that price is an important attribute, price advertising for the product is likely to increase in importance to the consumer and the use of such advertising is also likely to increase.

The primary purpose of the dissertation was to examine the effects of price advertising in the mass media on a convenience product. The study used an ad hoc matched pair design to compare the price of a convenience product in markets that restrict mass media price advertising to the price in markets which allow mass media price advertising. The price and dispersion of price for a convenience product--domestic beer--was unaffected by the presence or absence of price advertising in the mass media within a market.

Applying the findings to the relationships presented in the information processing perspective reveals some interesting implications. First, considering the multiattribute nature of products expressed in the theory, these findings indicate that price appears to be an attribute that has little importance for a convenience item--domestic beer.

Second, the consumer's use of internal memory may be an important reason why price advertising has no effect on the price of convenience products. The consumer may have sufficient information stored in memory without activating his external search process to arrive at a purchase decision.

COMMUNITY IMAGE, COMMUNICATION, AND QUALITY OF LIFE

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WITTIG, JOHN WILLIAM, PH.D. *Southern Illinois University at Carbondale*, 1981. 185pp.

Gaps in Social Indicators research point to the need to augment quality of life evaluations and measures of community satisfaction with a consideration of the perceived sense of the community, and an examination of the uses to which media are put in communicating about the community.

The study employs telephone survey research methodology in order to investigate the relationships among community image, quality of life, and communication media in two adjacent midwestern cities. Open-ended questions are used to develop respondent generated lists of attributes of community life which are perceived as most and least desirable, topics of community oriented conversation, and items of good and bad news. Subjects appraise the quality of life in their town, and provide demographic data.

Results, based upon a sample size of 411, reveal that the media are differentially perceived as purveyors of good and bad news, but that the media have little or no impact in community image formation. Community image, operationalized as the citizen generated lists of most liked and most disliked items of community life, emerged as an insignificant correlate of quality of life indicating that community image is an independent construct reflecting the intersubjectively shared value system undergirding the evaluation of life and events in the community. Quality of life was rated highly by citizens of both towns, but the blue collar town was ranked significantly lower than the middle-class counterpart. Only the education level of the respondent was significantly correlated to quality of life evaluations.

High degrees of correspondence between the items talked about and perceived as likes, dislikes, good news, and bad news indicates that the citizenry share a common perceptual organizing system

which is reflected in the composite community image. Exposure to media was unrelated to either quality of life evaluations or to community image. Interpersonal conversation about city matters apparently serves as a vehicle for confirmation of preexisting attitudes about city life, as a means of disseminating information about the city, and as a device whereby the citizens maintain their commonly held belief system.

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